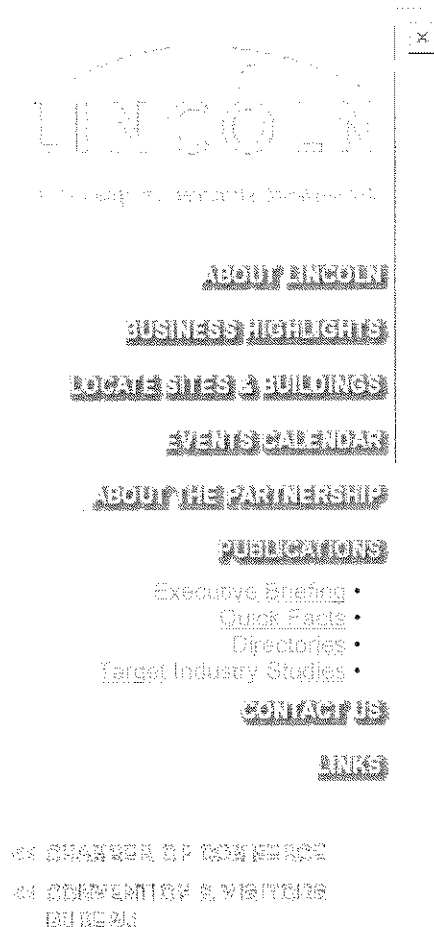


Attachment F



TARGET INDUSTRIES

The Partnership has identified five industries that are well-suited to Lincoln's strengths, including its skilled workforce, strong research university presence, location, and low utility costs.

- [Biotechnology](#) PDF 227k
- [Value-Added Agriculture](#) PDF 131k
- [Specialty Electronics](#) PDF 251k
- [Technical Customer Support](#) PDF 134k
- [Logistics/Distribution/Warehousing](#) PDF 207k

These target industries provide a framework for Partnership efforts in business recruitment, facilitating the expansion of existing firms, and cultivating entrepreneur development.

Parts of this site are presented in PDF format and require Adobe's free Acrobat Reader Plug-in. Acrobat Reader can be downloaded at www.adobe.com.



If you receive an error viewing any PDF file on your browser simply right click and the link to your computer's hard drive.

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Business Retention and Expansion Survey Results for Lincoln-Lancaster County

Information Gathered by:

Lincoln Electric System

In Conjunction with the:



LINCOLN

The Community of Opportunity

Partnership for Economic Development

Time Period – Jan through Dec 2004

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Executive Summary

The Lincoln-Lancaster County Business Retention and Expansion (BRE) Survey gathered information from 136 businesses in the greater Lincoln area and Waverly. The types of businesses surveyed were spread over a wide range of industries, led by retail trade (22) and manufacturing (20).

The businesses represented in this report have a combined employment of 40,167 full time and part time employees. This represents 27.7 percent of the City/County workforce (158,922)¹. When asked about the level of employment one year from now, the respondents answers suggested a 3/10 of one percent net increase in employment. Fifty-seven (42%) of the business indicated they are planning on expanding the physical space of their business at some point in the next three years.

The respondents rated all business climate factors in Lancaster County no worse than fair to poor and many items good to excellent. The highest ratings were associated with the utilities and public services groups. The highest average ratings were given to electrical service and fire protection. The lowest average ratings occurred in the taxes and regulatory categories, and transportation (air service). The personal property tax rate was the lowest-rated individual factor.

The reported advantages of doing business in Lancaster County most often mentioned by the respondents were worker productivity and quality of life. The leading disadvantages were business climate and taxes.

For recruiting new employees, word of mouth and newspaper ads were regarded as the most frequently used methods. Among the training needs for employees, general employee development, customer service, and computer skills were mentioned most often.

Several businesses (56) indicated they could use some types of outside assistance they are not currently pursuing or receiving. The leading area of need mentioned was marketing planning and implementation, followed by computer and telecommunications networking.

Survey participants indicated the greatest challenge(s) facing them were market competition and increasing their customer base; health of the economy; work force availability and retention; and managing growth. Lists of the various comments regarding challenges and types of assistance are attached.

Participants were also asked how they feel economic development organizations can best assist them. In general, respondents felt economic development organizations' top priority should be attracting new business to the area. Promoting community growth, creating business partnerships, and advocating for business incentives were also priorities.

There continues to be competition for existing businesses from other economic development organizations. Over 12 percent of the Lincoln-Lancaster County businesses surveyed have been, or are being actively recruited by, economic developers from other states. For the second consecutive year, the state most often mentioned as actively recruiting our existing businesses was Iowa.

The BRE report is designed to inform business leaders, government officials, and the community about the perceptions of doing business in the greater Lincoln area and the State of Nebraska. By learning more about the issues and concerns facing local businesses, we can begin to tailor economic development programs and services that help businesses grow and prosper.

¹ Source: Nebraska Department of Labor, 2003.